

# **5 FAH-7 H-120 DEPARTMENT IDENTIFICATION**

## **5 FAH-7 H-121 INTRODUCTION**

*(TL:GRPH-1; 8-1-95)*

a. This section depicts the graphics used to identify formally the Department of State in publications. Everything produced by or for the Department should be clearly identified as a Department of State publication. By clearly identifying itself on its publications, the Department formalizes the document and associates itself with its wide range of activities and printed information.

b. The specifications in the following sections should be followed without exception. It is important to note that this section refers to formal identification, i.e., the Department signature on stationery, forms, and other communications media. The specifications do not apply to the use of the Department name in running text, headlines, or for any other use other than formal identification.

c. As stated in 6 FAM 1322, all Department of State publications shall be clearly identified on the front cover by the words "United States Department of State" and by the Department seal.

d. If an office or bureau title is included on the front cover of a publication, it shall appear below the Department title in the same size or smaller size typeface.

## **5 FAH-7 H-122 THE STATE DEPARTMENT SEAL**

*(TL:GRPH-1; 8-1-95)*

a. The seal of the Department (5 FAH-7 H-122 Exhibit H-122) incorporates the Great Seal of the United States of America. As the official custodian of the Great Seal, the Department uses all appropriate measures to see that its integrity is maintained at all times, and that it is used only in ways appropriate to its dignity and importance. In its use of the seal, the Department sets an example for other agencies to follow.

b. The Department seal in 5 FAH-7 H-122 Exhibit H-122 is a typographic identification and contains many details that do not reproduce, especially when used in smaller sizes. Therefore, as 5 FAH-7 H-123 and 5 FAH-7 H-124 Exhibit H-124 and 5 FAH-7 H-124 Exhibit H-124 illustrate, for formal identification the seal is rendered in slightly different ways to ensure effective reproduction.

## **5 FAH-7 H-123 DEPARTMENT SEAL FORMATS**

*(TL:GRPH-1; 8-1-95)*

While the Great Seal is the primary element of the State Department seal, the Department's formal seal consists of the Great Seal within a ring. The ring may be a simple circle, as shown in 5 FAH-7 H-123 Exhibit H-123, or may include the typographic identification in 5 FAH-7 H-122 Exhibit H-122 .

## **5 FAH-7 H-124 REPRODUCTION OF THE SEAL**

*(TL:GRPH-1; 8-1-95)*

The 5 FAH-7 H-124 Exhibit H-124 illustrates two variations of the seal for reproduction in small sizes. Both are simpler in design but differ slightly from the official seal in 5 FAH-7 H-123 Exhibit H-123 .

## **5 FAH-7 H-125 RENDERINGS OF THE SEAL**

*(TL:GRPH-1; 8-1-95)*

a. The Department seal can be used as a negative or positive image, depending on the background. In every utilization, the goal must be to create the most distinct contrast between the seal and its background.

b. The seal can also be rendered in full color, when authorized by PS. The official color rendition of the seal is available from the Customer Service Center. When full color is used, the official standard must be followed exactly.

c. The seal must not be reproduced on any background that impairs its recognition. It must never be obscured with intersecting lines, rules, shadows, screens, or other graphic devices of any kind. Some unacceptable examples of the seal are in 5 FAH-7 H-125 Exhibit H-125 . See 5 FAH-7 H-151 for standards on seal placement.

## **5 FAH-7 H-126 DEPARTMENT TYPEFACE**

*(TL:GRPH-1; 8-1-95)*

a. The Department typeface is an important element of Department identification. The type family used to formally identify the Department is Bodoni. This type has a classic serif face which is appropriate to the Department's dignity and position as a senior cabinet-level department. Bodoni is also a clear and easy to read typeface which is readily available. 5 FAH-7 H-126 Exhibit H-126a gives examples of the different Bodoni types.

b. Bodoni is used on all letterheads and stationery items and on publications, exhibits, and other media where the Department is formally identified.

c. There are exceptions to this standard. The other typefaces approved for use in Department publications are Palatino, Times Roman, Century Expanded, Helvetica, and New Century Schoolbook. Publications using these typefaces may also use the same typeface for Department identification. 5 FAH-7 H-126 Exhibit H-126c gives some examples of these typefaces.

## **5 FAH-7 H-127 STATE DEPARTMENT SIGNATURE**

*(TL:GRPH-1; 8-1-95)*

a. The Department signature is the name of the Department rendered in Bodoni. In formal signatures, the name of the Department is always rendered as the “United States Department of State.”

b. If a second level of identification is to be included, such as a bureau or other component, that name is rendered in the italic version of the same typeface below the Department name. 5 FAH-7 H-127 Exhibit H-127 shows the Department signature. Note: There are exceptions to this format; for embassies, consulates, and other foreign posts, the name of the post appears first in italics.

## **5 FAH-7 H-128 COMPONENT SIGNATURES**

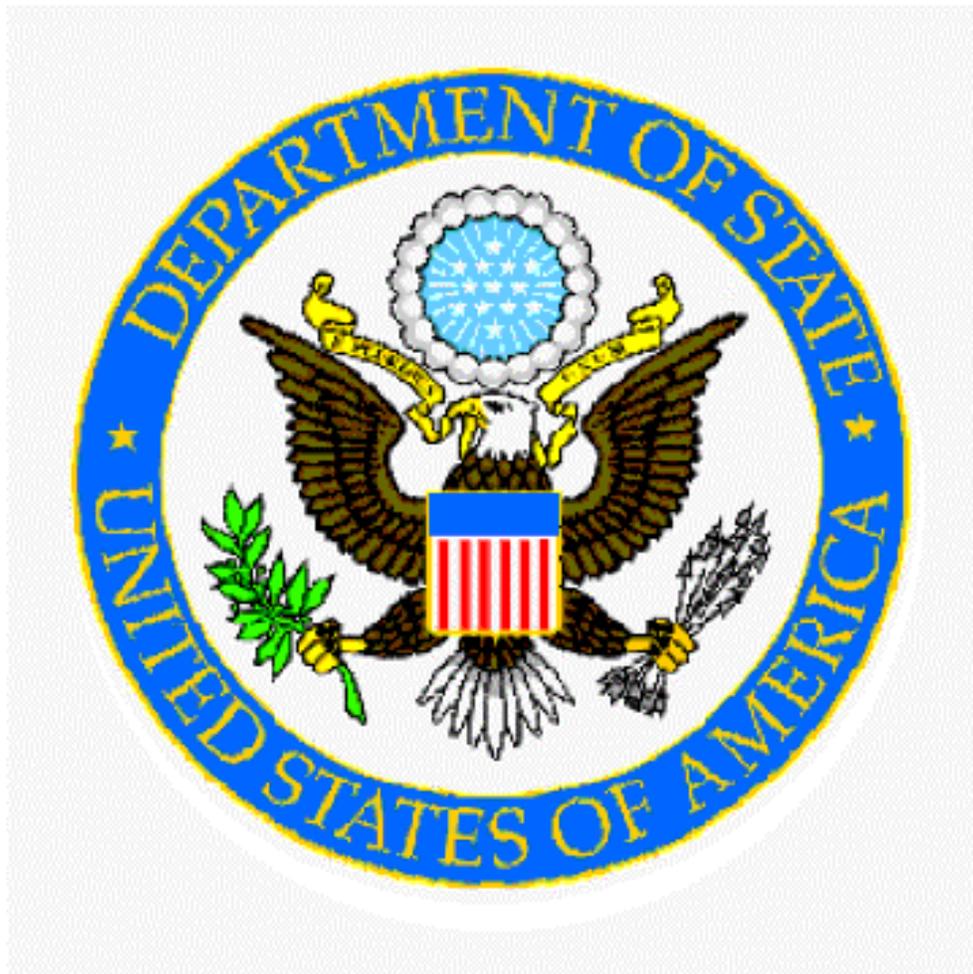
*(TL:GRPH-1; 8-1-95)*

Component signatures are rendered with the name of the Department in the regular typeface, and the sub-entity beneath in italics. Examples of component signatures are in the 5 FAH-7 H-128 Exhibit H-128 .

## **5 FAH-7 H-129 UNASSIGNED**

5 FAH-7 H-122 Exhibit H-122

DEPARTMENT OF STATE SEAL



5 FAH-7 H-123 Exhibit H-123

THE GREAT SEAL



# 5 FAH-7 H-124 Exhibit H-124

## REPRODUCTION OF THE SEAL

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*Drawing for reproduction sizes  
of 1 inch, 7/8 inch, and 3/4 inch.*



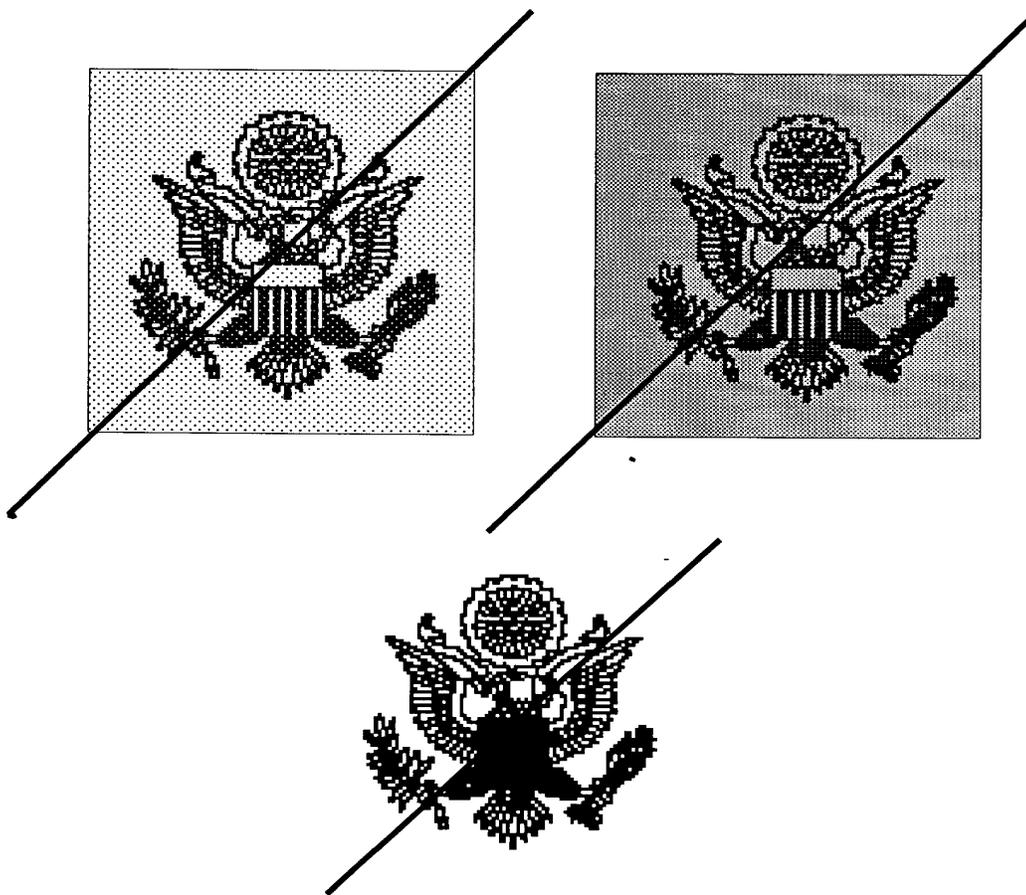
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*Drawing for reproduction sizes  
of 5/8 inch and 1/2 inch.*



# 5 FAH-7 H-125 Exhibit H-125

## UNACCEPTABLE VARIATIONS OF THE SEAL



STATE DEPARTMENT TYPEFACE

**Bodoni Regular**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**z1234567890(&.,;:!?---**

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*Bodoni Regular Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*UVWXYZ*  
*abcdefghijklmnopqrstuvwxy*  
*z1234567890(&.,;:!?---*

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**Bodoni Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**z1234567890(&.,;:!?---**

STATE DEPARTMENT TYPEFACE

Bodoni Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(&.,;:!?---

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*Bodoni Book Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*UVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890(&.,;:!?---*

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**Bodoni Book Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(&.,;:!?---**

**OTHER DEPARTMENT TYPEFACES**

*Times Roman*

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890

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*Times Roman Italic*

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890*

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*Times Roman Bold*

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890**

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*Helvetica*

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890

---

*Helvetica Italic*

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890*

---

*Helvetica Bold*

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890**

**OTHER DEPARTMENT TYPEFACES**

*Palatino* ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

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*Palatino Italic* ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

---

*Palatino Bold* ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

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*Century Expanded* ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

---

*Century Expanded Italic* ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

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*Century Expanded Bold* ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

5 FAH-7 H-127 Exhibit H-127

STATE DEPARTMENT SIGNATURE

United States Department of State

*Bureau of Public Affairs*

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United States Department of State

*Foreign Service Institute*

*National Foreign Affairs Training Center*

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*Embassy of the United States*

*of America*

**EXAMPLES OF COMPONENT SIGNATURE**

United States Department of State  
*Deputy Secretary of State*

United States Department of State  
*Under Secretary of State  
for Political Affairs*

United States Department of State  
*Under Secretary of State  
for Global Affairs*

United States Department of State  
*Under Secretary of State  
for Economic, Business,  
and Agricultural Affairs*

United States Department of State  
*Under Secretary of State  
for Arms Control and International  
Security Affairs*

United States Department of State  
*Assistant Secretary of State for Oceans  
and International Environmental  
and Scientific Affairs*

United States Department of State  
*Assistant Secretary for Consular Affairs*

United States Department of State  
*Assistant Secretary for Democracy,  
Human Rights, and Labor*

United States Department of State  
*Assistant Secretary for Administration*

## 5 FAH-7 H-128 Exhibit H-128

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United States Department of State  
*Assistant Secretary of State  
for Inter-American Affairs*

United States Department of State  
*Assistant Secretary of State  
for Intelligence and Research*

United States Department of State  
*Foreign Service Institute  
National Foreign Affairs Training Center*

United States Department of State  
*The Legal Adviser*

United States Department of State  
*The Chief of Protocol*

United States Department of State  
*The Inspector General*